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Appln. No. 09/811,724  
Information Disclosure Statement  
Dated January 31, 2006

Attorney Docket No. 01145/LH

**IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR  
DISTRIBUTING ADVERTISEMENTS  
TO A PLURALITY OF USERS BASED  
UPON ADVERTISEMENT USER  
ATTRIBUTES AND ADVERTISEMENT  
PROVIDER ATTRIBUTES

Art Unit : 2143

Examiner : Alina A. Boutah

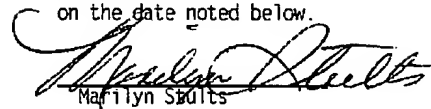
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Marilyn Skults

Dated: January 31, 2006

In the event that this Paper  
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necessary petition for  
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concurrently herewith, please  
consider this as a Petition  
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charge the extension fee to  
Account No. 06-1378.

**INFORMATION DISCLOSURE STATEMENT UNDER  
37 CFR 1.97(d) INCLUDING STATEMENT  
UNDER 37 CFR 1.97(e) (1) AND FEE**

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

S I R :

Submitted herewith are:

- (1) Copy of a Japanese Official Action (Notification of Reason for Refusal) mailed November 1, 2005 issued from the Japanese Patent Office in a counterpart Japanese application;

02/01/2006 TL0111 00000009 09811724

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188.00 OP

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- (2) English translation of said Japanese Official Action mailed November 1, 2005;
- (3) Copies of the cited publications;
- (4) Forms PTO/SB/08A and PTO/SB/08B. It is requested that an initialed copy of the forms PTO/SB/08A and PTO/SB/08B be returned to indicate that the publications listed therein have been considered and made of record; and
- (5) A Credit Card Authorization Form (Form PTO-2038) to cover the Patent Office fee of \$180.00 as set forth under 37 CFR 1.17(p) for filing an IDS at this stage of prosecution (after issuance of a Final Office Action).

Authorization is given to charge any additional fees which may be required, or to credit any overpayment, to to Deposit Account No. 06-1378.

Each of the cited publications is considered relevant or material to the patentability of the present invention in view of the citation thereof in said Japanese Official Action and for the reasons stated therein.

JP 10-214383 which is mentioned in the November 1, 2005 Japanese Official Action is not listed on the attached Form PTO/SB/08A since this reference has already been identified in an

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Information Disclosure Statement dated April 7, 2004 in this application.

An English translation of said Japanese Official Action mailed November 1, 2005 is enclosed, thereby satisfying the requirements for a concise explanation of relevance. According to MPEP 609A(3), if an English translation of a foreign language Office Action is provided, a concise explanation of pertinency of the cited art can be omitted.

**STATEMENT UNDER 37 CFR 1.97(e) (1)**

Each item of information contained in this Information Disclosure Statement was first cited in an Official Action from the Japanese Patent Office in a counterpart Japanese application not more than three months prior to the filing of the present Information Disclosure Statement. Said Official Action bears a mailing date of November 1, 2005.

It is respectfully requested that the attached publications be considered and made of record.

**NOT A RESPONSE TO OFFICE ACTION**

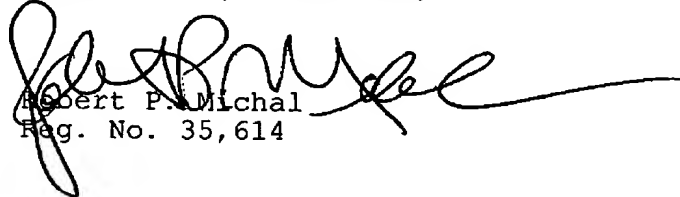
This paper is not a response to the outstanding Office Action mailed October 11, 2005. A response to said outstanding

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Office Action will be timely filed, with the appropriate extension request, in due course.

It is respectfully requested that an initialed copy of the Forms PTO/SB/08A and PTO/SB/08B be returned to indicate that the publications listed therein have been considered and made of record.

Respectfully submitted,

  
Robert P. Michal  
Reg. No. 35,614

Dated: January 31, 2006

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PTO/SB/08A (08-00)

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for Form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>			Application Number		09/811,724	
			Filing Date		March 19, 2001	
			First Named Inventor		M. INOUE et al.	
			Group Art Unit		2143	
			Examiner Name		Alina A. Boutah	
Sheet	1	of	2	Attorney Docket Number		01145/LH

## U.S. PATENT DOCUMENTS

Exam. Inits <sup>1</sup>	Cite No <sup>2</sup>	Document Number	Kind Code <sup>3</sup>	Name of Patentee or Applicant	Publication Date MM-DD-YYYY	Relevant Portion

## FOREIGN PATENT DOCUMENTS

Exam Inits <sup>1</sup>	Cite No <sup>2</sup>	off <sup>3</sup>	Document Number <sup>4</sup>	Kind Code <sup>5</sup>	Name of Patentee or Applicant	Publication Date MM-DD-YYYY	Relevant Portion	T <sup>6</sup>
		JP	KOKAI No. H9-091358		K. Akira et al./Fujitsu Ltd.	4/4/1997		*
		JP	KOKAI No. H10-020138		K. Yasuhiro et al./Mitsubishi Rayon Co. Ltd.	1/23/1998		*
			*Abstract Only					
Examiner Signature					Date Considered			

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with RPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Place a check here if English translation is attached.

DATE MAILED: January 31, 2006

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PTO/SB/08B (08-00)

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for Form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>				Application Number	09/811,724
				Filing Date	March 19, 2001
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				Group Art Unit	2143
				Examiner Name	Alina A. Boutah
Sheet	2	of	2	Attorney Docket Number	01145/LH
<b>OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS</b>					
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Include name of author (in CAPITAL LETTERS), title of article, title of item, date, page(s), volume-issue number(s), publisher, city and/or country where published			T <sup>2</sup>
		Japanese Official Action (Notification of Reason for Refusal) mailed November 1, 2005 in counterpart Japanese Application, with English translation.			X
Examiner Signature				Date Considered	

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Place a check here if English translation is attached.

DATE MAILED: **January 31, 2006**